

## **PRIVACY POLICY FOR THE WEBSITE [WWW.HOTEL-ALPENFRIEDEN.COM](http://WWW.HOTEL-ALPENFRIEDEN.COM)**

On this page, Hotel Alpenfrieden OHG des Fischnaller Othmar & CO. (hereafter “Hotel Alpenfrieden”) explains how it handles data for the users who visit its website and the behaviour of the cookies its site installs.

This Privacy Policy is provided in compliance with article 13 of GDPR 2016/679 (General Data Protection Regulation, the European regulation on the protection of personal data), Recommendation no. 2/2001 by the Workgroup under article 29 and the general Act of the Garante Privacy [the Italian Data Protection Authority] on cookies no. 229 of 8 May 2014.

The following information applies only to the site [www.hotel-alpenfrieden.com](http://www.hotel-alpenfrieden.com); the data controller is not responsible for any data entered or cookies installed by other sites that may be consulted using links.

### **Purposes of processing and the requirement to provide data**

Hotel Alpenfrieden handles the data that the user voluntarily enters using the forms present on the site only in order to respond to your request. Any other purposes (by way of example and not comprehensively, marketing purposes or communicating your data to companies with which we have a partnership for their own marketing purposes) will be subject to an explicit and substantiated request for your specific and voluntary consent, separately from that required for answering your questions.

Your provision of data and consent to its processing are necessary to follow up on your requests; your agreement to its processing for other purposes is voluntary.

For the data acquired by our site through the installation of cookies, please refer to that specific section ('Cookies on our site').

### **Processing methods, automated decision-making processes and data storage times**

Your data is processed by computer, although there may be some processing in paper form. Automated decision-making processes are not used to process your personal data.

Personal data about you, collected through the forms on our website, will be stored for the time necessary to provide a response to your requests. Where there are further regulations that impose a longer storage time, we will comply with these regulations. Data collected by cookies will be stored for the length of time established by the individual cookies.

### **Communication, distribution and transfer of data to third-party countries or international organisations**

Your data will not be communicated nor distributed to third parties by Hotel Alpenfrieden without your specific and voluntary consent. Any data communicated by you will not be transferred by us to countries or international organisations outside of the EU.

### **Subject's rights and complaints to Garante Privacy.**

You have the right at any time to ask us for access to the data stored about you, to modify, consolidate or delete it, to limit or deny consent to its processing when there are legitimate reasons, as well as to transfer that data to another data controller. We will provide a written response within 30 days. You can at any time

revoke the consent granted on this site by contacting one of the addresses indicated in the section 'Information on the data controller and any data protection officer'. You can also submit a complaint to the national controlling authority if you believe that your data has been processed unlawfully.

#### **Information on the data controller.**

The data controller is Hotel Alpenfrieden OHG des Fischnaller Othmar & CO., with legal offices at via Aussereck 8, Maranza, 39037 Rio di Pusteria (BZ).

To exercise your rights under the regulations and further specified above, you can contact the data controller at his/her office or by calling 0473 520 173 or sending an email to [info@hotel-alpenfrieden.com](mailto:info@hotel-alpenfrieden.com)

### **COOKIES ON OUR SITE**

#### **Navigation data**

This website implicitly acquires, using Internet communications protocols, for and in the course of its normal operations, some personal data on the users who access the site, like IP address, domain names of the computers used for access, MAC addresses assigned by network and wireless card manufacturers, etc.

This information is not collected for the purpose of identifying users, but this could be done by associations and processing, including cross-referencing with third-party data; statistical information is obtained from this data on site usage and operations and further information in cases of establishing responsibility related to computer crimes.

#### **What are cookies?**

Cookies are small text strings that the websites visited by a user install on the user's terminal; these strings are then re-transmitted to the site that installed them upon further visits by the user. When the user also receives cookies sent by other sites or web servers during site navigation, those cookies are called thirdparty cookies.

Cookies are installed for various purposes, possibly including the performance of computer authentications, navigation session monitoring, and language choice.

#### **First-party cookies and third-party cookies**

The cookies that are installed directly by Hotel Alpenfrieden are called 'First-party cookies', and the cookies that are installed and acquired by a site other than the one the user is navigating are called 'Third-party cookies'.

Third-party cookies may include social media buttons (or social media plug-ins), which allow the site to interact with the most popular social media sites, such as Facebook, Instagram, LinkedIn, Twitter, etc., or Google Analytics cookies, which are necessary to implement YouTube iframes, etc. As regards third-party cookies, it is the responsibility of the third parties installing those cookies to provide statements and information on the handling of the data collected.

## Types of cookies

### Technical cookies

These are normally installed directly by the site administrators and are cookies that allow communications between the site and the user. They can be navigation cookies or session cookies, used to ensure normal navigation and use of the site and normally persisting for as long the site is being navigated, or functional cookies, which allow better use of the site, like cookies related to the choice of language used on the site, adding selected items to an online shopping cart, etc.

As these cookies are necessary for the functioning of the site, it is not necessary to obtain prior consent for their installation on the user's terminal.

### Analytical cookies

These are cookies that allow the collection of user information, for example, the number of users who visit the site and how they visit the site, in a more or less aggregated form. One of the best-known tools for obtaining such statistical reports is Google Analytics, a service provided by Google Inc.

Analytical cookies are similar to technical cookies when the information collected is in aggregate form and it is not possible to identify the habits of an individual user; regarding Google Analytics cookies specifically, it will be necessary to anonymise, at least partially, the IP address of the user who visits the site and to prevent data being shared with Google. When this anonymization and prevention of sharing is not possible, these cookies fall under the category of profiling cookies.

### Profiling cookies

These are used to track a user's preference and offer him/her advertising messages based on those preferences. These cookies are especially invasive, and it is necessary to obtain the user's consent before installing them on the user's terminal.

## First access banner

In the event cookies other than technical cookies are used, the Act of 8 May 2014 by the Garante Privacy requires the site to provide a banner when a user first accesses the site (called a short notice) that summarises information on the processing methods the site uses for cookies, with a reference to its full privacy policy.

Hotel Alpenfrieden has provided this banner: by clicking on any point other than the banner itself, the user accepts the installation of cookies and decides to continue using the site. It has also provided a specific cookie that records the user's choice regarding cookie installation for 365 days; this means that the user will see the cookie only one time, and if he/she should later wish to change the choice made, he/she can do this by following the instructions under the section 'Procedures for disabling cookies'.

## List of cookies installed by Hotel Alpenfrieden

Our website installs the following cookies:

Nome cookie	Path	Length of kept	Function
_ga	www.hotel-alpenfrieden.com	2 years	Track of Google Analytics
_gat	www.hotel-alpenfrieden.com	1 minute	Track of Google Analytics

_gid	www.hotel-alpenfrieden.com	24 hours	Track of Google Analytics
AltCookX	www.hotel-alpenfrieden.com	30 days	Saves the cookie box acceptance
e9157499c820abb8bdbcb7ba4a4000a7	www.hotel-alpenfrieden.com	session	Technical cookie of Joomla
original_referrer	www.hotel-alpenfrieden.com	1 hour	
resolution	www.hotel-alpenfrieden.com	session	Saves the screen resolution
1P_JAR	www.google.com	12 days	Widget Google +
__utma	www.google.com	2 years	Widget Google +
__utmb	www.google.com	30 minutes	Widget Google +
__utmt	www.google.com	10 minutes	Widget Google +
__utmz	www.google.com	6 months	Widget Google +
ACCOUNT_CHOOSER	www.google.com	2 years	Widget Google +
AID	www.google.com	18 months	Widget Google +
APISID	www.google.com	2 years	Widget Google +
CONSENT	www.google.com	20 years	Widget Google +
GAPS	www.google.com	2 years	Widget Google +
HSID	www.google.com	2 years	Widget Google +
LSID	www.google.com	2 years	Widget Google +
NID	www.google.com	5 months	Widget Google +
OGPC	www.google.com	2 months	Widget Google +
OGP	www.google.com	1 month	Widget Google +
SAPISID	www.google.com	2 years	Widget Google +

SIDCC	www.google.com	2 months	Widget Google +
SID	www.google.com	2 years	Widget Google +
SNID	www.google.com	6 months	Widget Google +
SSID	www.google.com	2 years	Widget Google +
TAID	www.google.com	14 days	Widget Google +
c_user	www.facebook.com	3 months	Widget Facebook
datr	www.facebook.com	1 month	Widget Facebook
datr	www.facebook.com	6 months	Widget Facebook
fr	www.facebook.com	3 months	Widget Facebook
locale	www.facebook.com	7 days	Widget Facebook
pl	www.facebook.com	3 months	Widget Facebook
pnl_data	www.facebook.com	immediate	Widget Facebook
sb	www.facebook.com	1 month	Widget Facebook
x-src	www.facebook.com	immediate	Widget Facebook
xs	www.facebook.com	3 months	Widget Facebook

#### **Procedures for disabling cookies**

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=it>

Internet Explorer: <https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-deletemanage-cookies>

Mozilla Firefox: <https://support.mozilla.org/it/kb/Attivare%20e%20disattivare%20i%20cookie>

Safari: <https://support.apple.com/it-it/HT201265>

#### **Links to the privacy policies of the third parties that install cookies**

Facebook: <https://www.facebook.com/policies/cookies/>

Google: [https://www.google.com/intl/it\\_it/policies/technologies/cookies/](https://www.google.com/intl/it_it/policies/technologies/cookies/)

## **GUESTPASS**

### **Purpose**

The personal data provided will be transmitted to the single coordinating body of the Guest Pass in order to enable the creation and use of the Guest Pass and to provide the associated services.

### **Recipient**

In connection with the issue of the Guest Pass, your data will be transmitted to the Mobilitätskonsortium, VAT Nr. 02735170215, which acts as the cardholder and unified coordinating body and assumes the role of autonomous data controller in processing the transferred data. For further information regarding the processing to which the data will be subjected, you can send an email to [privacy@moko.bz.it](mailto:privacy@moko.bz.it).

### **Legal basis**

The legal basis for processing is Art. 6 (1) (b) of the GDPR.